

WHAT IS CLAIMED AS NEW AND IS INTENDED TO BE SECURED BY LETTERS  
PATENT IS:

1. A hair cosmetic formulation, comprising:

(A) a fragrance ingredient comprising cis-3-hexenol; and

(B) at least one ingredient selected from the group consisting of ammonia, monoethanolamine, and an aromatic alcohol penetration promoter.

2. The hair cosmetic formulation according to Claim 1, wherein the content of cis-3-hexenol in the formulation ranges from 0.1 to 50 wt.% of the fragrance ingredient (A).

3. The hair cosmetic formulation according to Claim 1, wherein said fragrance ingredient (A) further comprises at least one substance selected from the group consisting of cis-3-hexenol esters, trans-2-hexenol, alcohol C-6, dimethol, dihydromyrcenol, citronellol, geraniol, linalool, Magnol™, 2-methyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol, eugenol, p-cresol, 3,3-dimethylcyclohexyl methyl ketone, acetyl diisoamylene, -methyl ionone, 1-menthone, cis-3-hexenyl methyl carbonate, ethyl 2-methylpentanoate, ethyl tricyclo[5.2.1.0.<sup>2,6</sup>]decan-2-ylcarboxylate, o-t-butylcyclohexyl acetate, p-cresyl acetate, 1,8-cineole, Anethole™, estragol, rose oxide and limonene.

4. The hair cosmetic formulation according to Claim 1, which is an oxidation hair coloring formulation or a hair bleaching formulation.

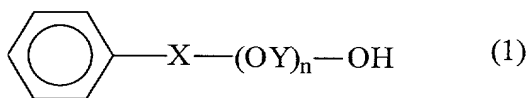
5. The hair cosmetic formulation according to Claim 1, wherein the content of ingredient (A) ranges from 0.1 to 1.0%, especially from 0.3 to 0.8%, based on the weight of the composition.

6. The hair cosmetic formulation according to Claim 5, wherein the content of ingredient (A) ranges from 0.3 to 0.8 wt.%, based on the weight of the composition.

7. The hair cosmetic formulation according to Claim 1, wherein the content of ammonia in the composition ranges from 0 to 3% by weight

8. The hair cosmetic formulation according to Claim 7, wherein the content of ammonia in the composition ranges from 0 to 1% by weight.

9. The hair cosmetic formulation according to Claim 1, wherein the aromatic alcohol solvent has formula (1):



wherein n stands for 0 or 1 with the proviso that when n = 0, X is a linear or branched alkylene, alkenylene or alkyleneoxy group having 1 to 6 carbon atoms and that when X is alkyleneoxy, the oxygen atom of the alkyleneoxy group is bonded to the benzene ring, and, when n=1, X and Y each independently represent a linear or branched alkylene group having 1 to 6 carbon atoms.

10. The hair cosmetic formulation according to Claim 9, wherein the aromatic alcohol solvent is benzyl alcohol, phenylethyl alcohol, phenoxyethanol, phenoxyisopropanol, -methylbenzyl alcohol, -, -dimethylbenzyl alcohol, -propylbenzyl alcohol, 2-benzyloxyethanol and 3-benzyloxybutanol.

11. The hair cosmetic formulation according to Claim 1, wherein the aromatic alcohol, as a penetration promoter, is present in the composition in an amount ranging from 0 to 40 wt.%.

12. The hair cosmetic formulation according to Claim 11, wherein the aromatic alcohol, as a penetration promoter, is present in the composition in an amount ranging from 5 to 25 wt.% in the cosmetic hair composition.

13. The hair cosmetic formulation according to Claim 1, wherein, when the formulation is an oxidation coloring composition or an oxidation dye intermediate, the formulation additionally comprises a color-developing substance and a coupling agent.

14. The hair cosmetic formulation according to Claim 13, wherein the color-developing substance is a p-phenylenediamines, 2,5-diaminopyridines, p-aminophenols, o-aminophenols, o-phenylenediamines or 4,5-aminopyrazoles.

15. The hair cosmetic formulation according to Claim 13, wherein the coupling agent is a m-phenylenediamine, a m-aminophenol, a m-hydroxybenzene, a hydroxyindole, a naphthol or a phenol.

16. The hair cosmetic formulation according to Claim 1, wherein the formulation comprises at least one additive selected from the group consisting of viscosity/gel strength modifiers, oils and fats, waxes, hydrocarbons, polyhydric alcohols, amides, silicone derivatives, cationic surfactants, anionic surfactants, amphoteric surfactants, nonionic surfactants, nonionic high-molecular substances, cationic high-molecular substances, anionic high-molecular substances, amphoteric high-molecular substances, protein derivatives and amino acids, preservatives, chelating agents, stabilizers, oxidation inhibitors, plant extracts, crude drug extracts, vitamins, color additives, fragrances, pigments and ultraviolet absorbers.